From NIMBY to YIMBY

Strategies and techniques to garner community support for affordable housing development

California Department of Housing and
Community Development
Housing Policy Development Division
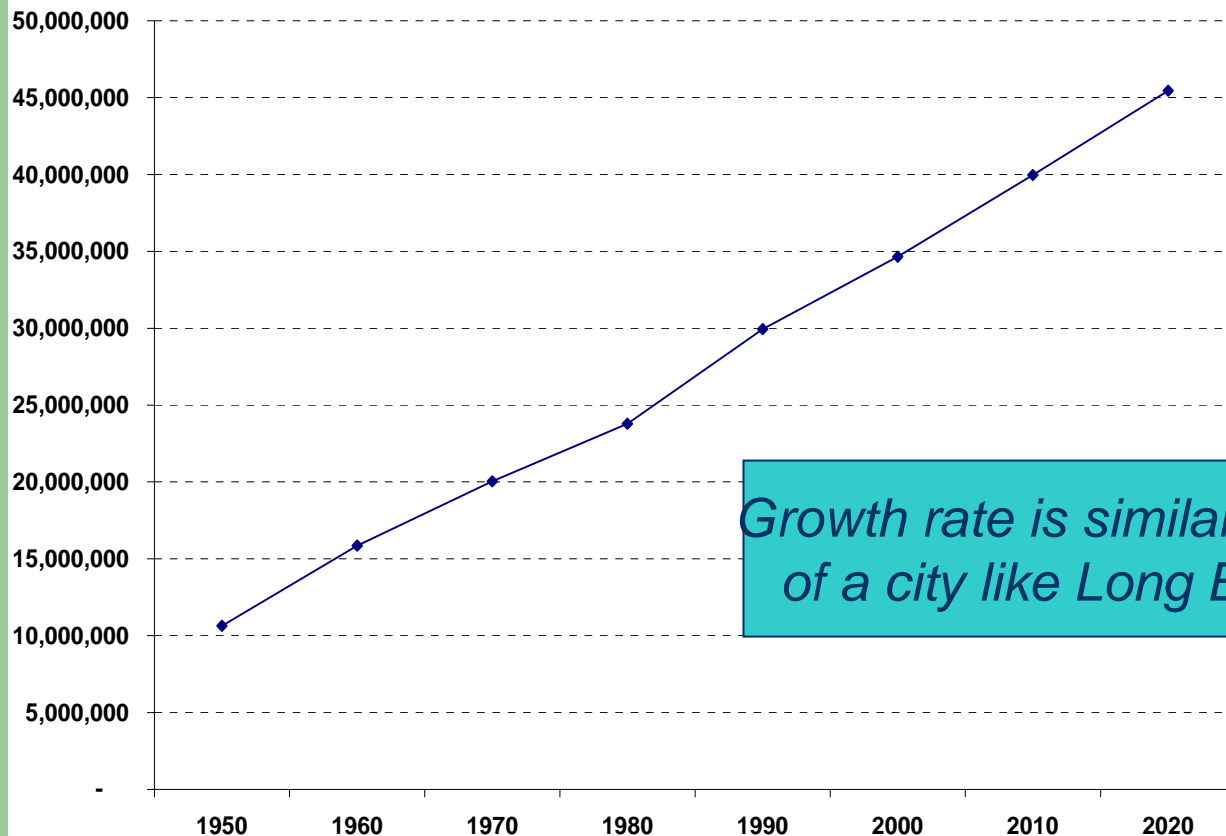December 2006

California's Continuing Housing Crisis

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Housing Demand Influences

- Strong Population Growth

- Demographic and employment change

- Inadequate Housing Supplies

- Declining Affordability

- Favorable Mortgage Rates

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California's Population
Predictably Grows About 500,000 Per Year.

Growth rate is similar to adding the size of a city like Long Beach every year.

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Highest 2020 Growth Areas:

California

Today: 37 Million

2020: 44 Million

Sacramento
4.1%

Santa Clara
4.4%

Population Change
- 0 to 25,000
- 25,000 to 250,000
- 250,000 to 900,000
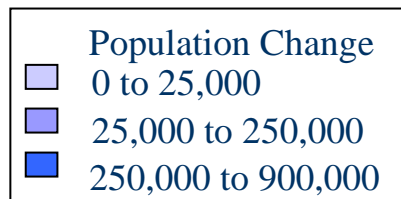
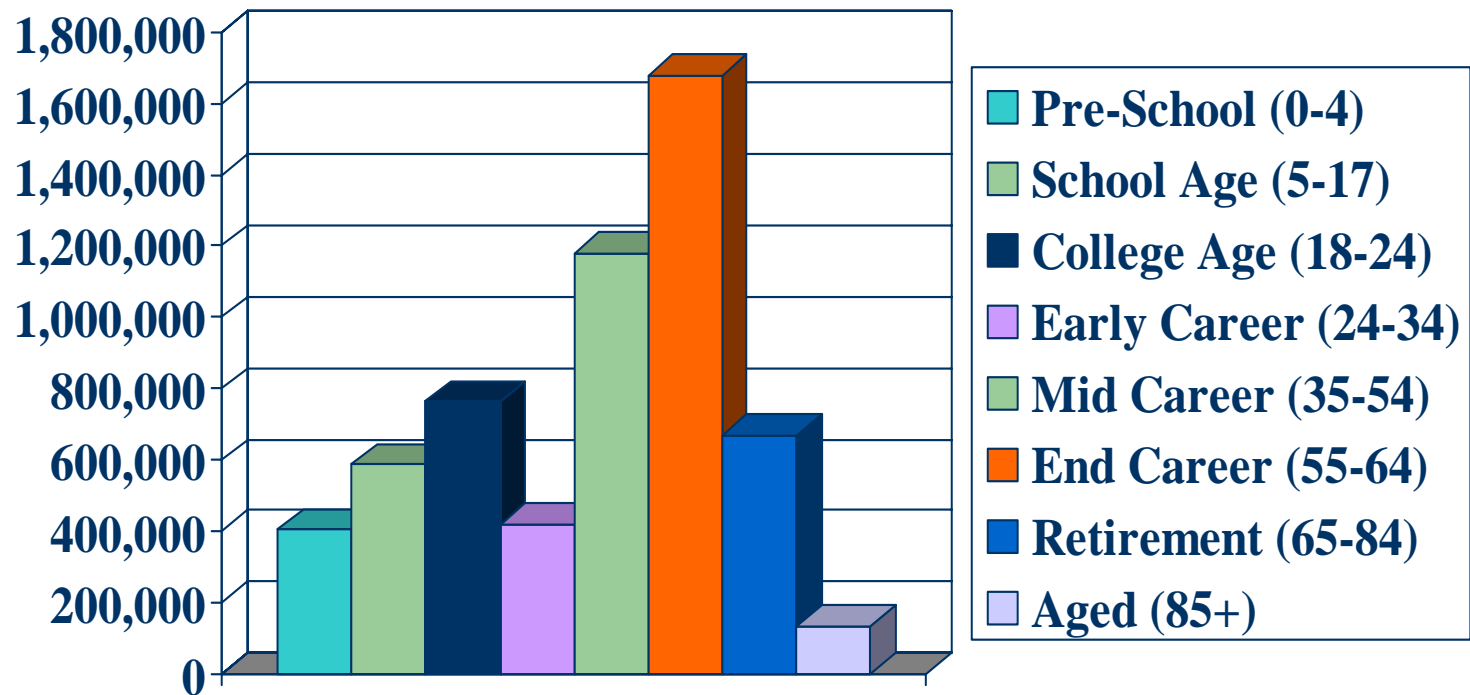Inland Empire
20.2%

Los Angeles
21.7%

San Diego
9.1%

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Source: DOF Demographics Research Unit, 2003

California's Projected Growth
2000 – 2010 by Age Cohort

Legend:
- Pre-School (0-4)
- School Age (5-17)
- College Age (18-24)
- Early Career (24-34)
- Mid Career (35-54)
- End Career (55-64)
- Retirement (65-84)
- Aged (85+)

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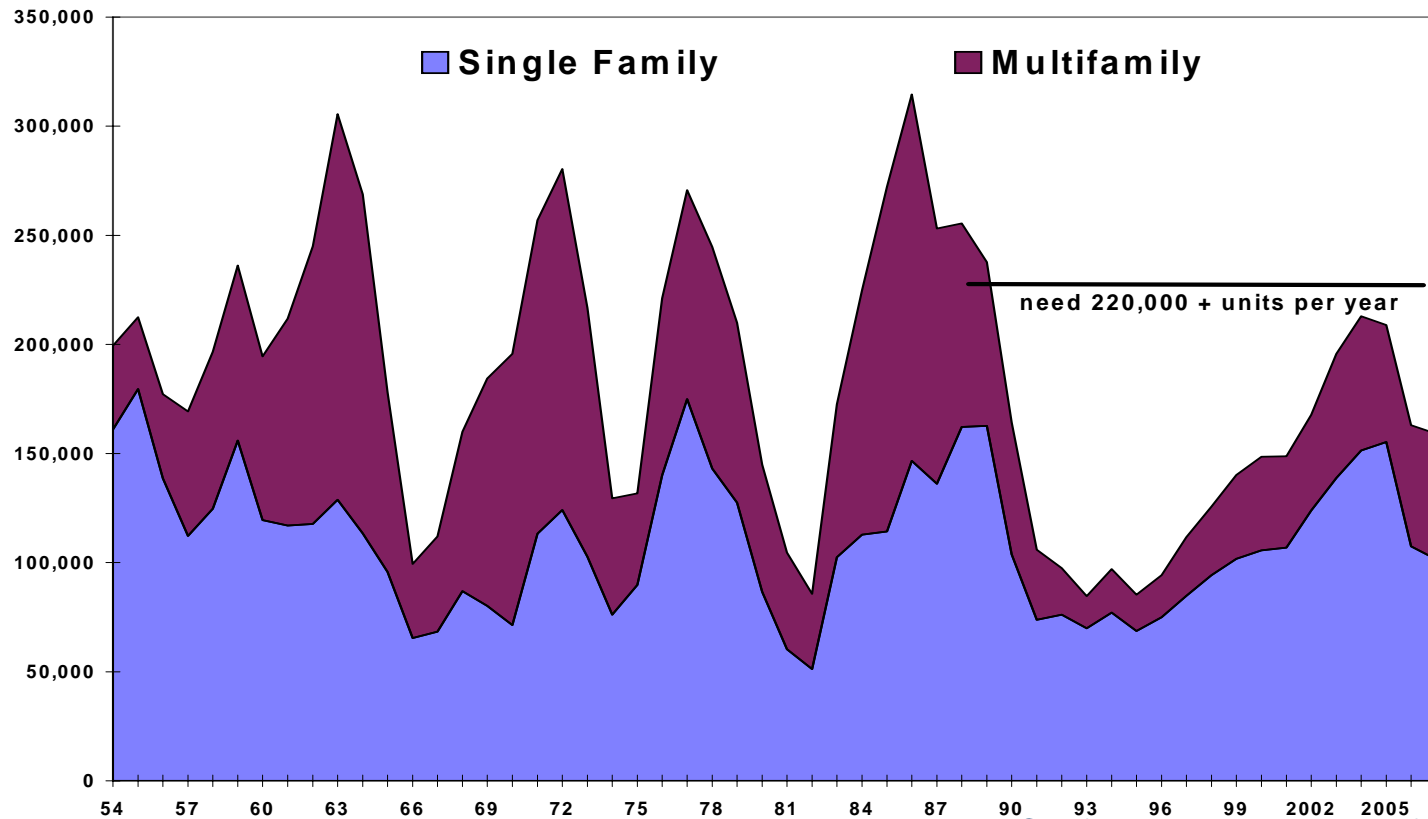# Demand for Greater Diversity of Housing & Special Needs Housing

- Disabled

- Elderly

- Large Families

- Homeless

- Farmworkers
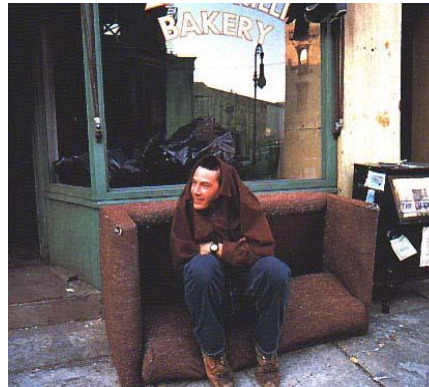
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California's Housing Supply
New Housing Permits Issued Not Keeping Up With Demand

Legend: Single Family, Multifamily

need 220,000 + units per year

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Wage and Housing Gaps

- **The "Housing Wage" in California is $21.24 - more than three times the minimum wage.**

- **An extremely low income household can only afford monthly rent up to $483, while the fair market rent for a two bedroom unit is $1,104.**

- **A worker earning minimum wage must work 126 hours per week in order to afford the average two-bedroom unit.**

Source: Out of Reach 2006, NLIHC

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Top 10 workers that often cannot qualify to purchase a home in California:

*Fast-Food Workers

*Building Maintenance Workers

*Administrative Assistants

*Truck Drivers

HELP WANTED

*Construction Workers

*Nurses

*Firefighters

*Teachers

*Cashiers

*Police Officers

Source: Rural Community Assistance Corporation (RCAC), July 2006

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Appreciating Home Prices 2000-2006

Select Counties:	June 2000	June 2006	6 yr % Change*
Sacramento County	$145,424	$384,244	164%
San Francisco County	$466,627	$760,932	63%
Fresno County	$134,054	$362,963	171%
Los Angeles	$222,180	$580,143	161%
Riverside County	$137,698	$400,389	191%
San Diego County	$271,920	$615,632	126%

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California's Homeownership Among Lowest In U.S.

NIMBY (Not In My Back Yard)
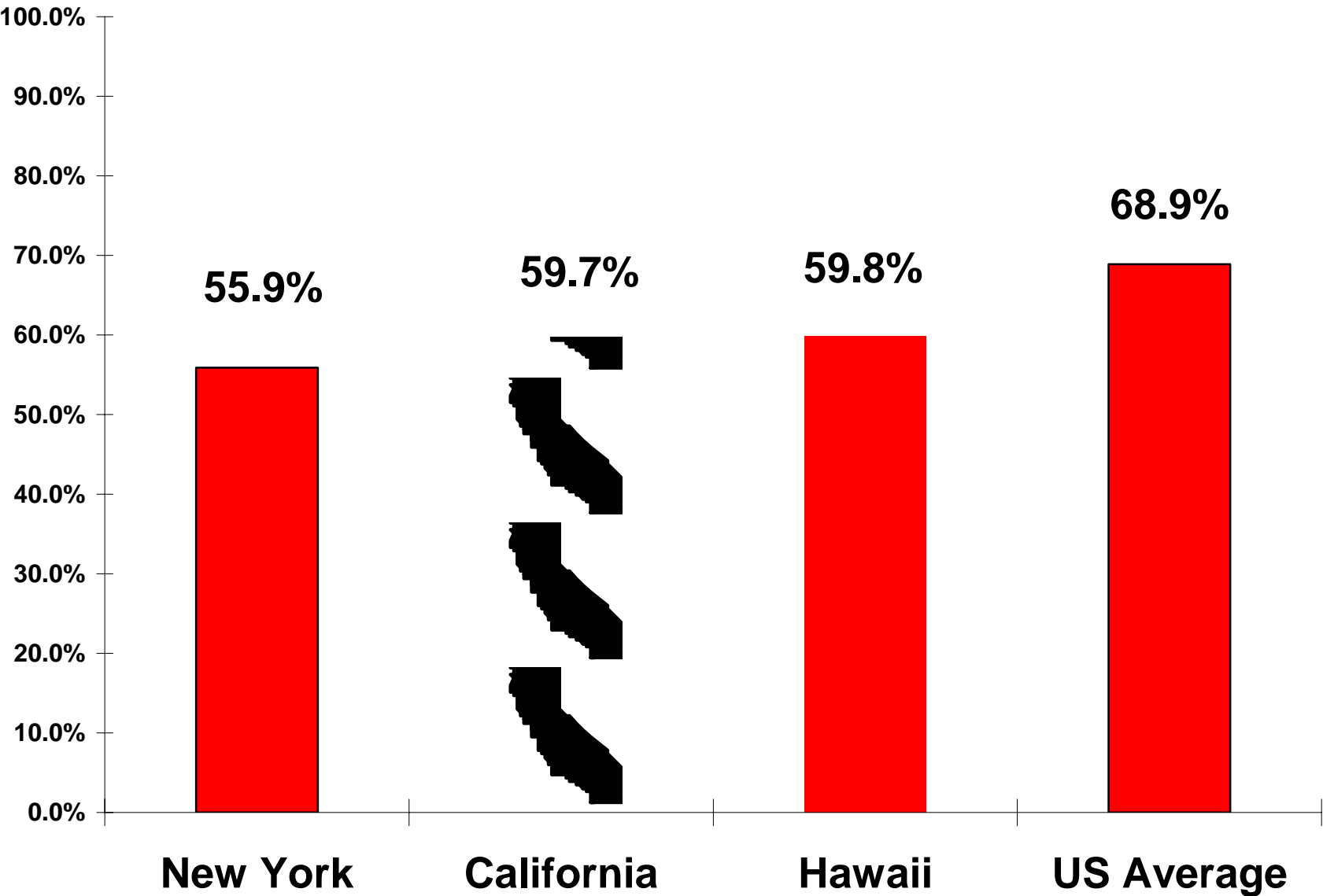
Increases Crime!

Reduces Property Values!

NIMBY Roots:

- Resistance to change
- Preconceived notions of bad design
- Media examples of urban blight and crime

NIMBY Fears About Affordable and High Density Housing:

- Inappropriate for the neighborhood
- Increases local traffic
- Decreases property values
- Degrades the environment
- Strains schools and other public resources

Too Much Traffic!

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NIMBY, continued...

NIMBY Results:

- Difficult to develop much needed housing
- Politically contentious
- Lack of public support creates division in the community
- Increased time for project completion
- Projects become economically infeasible for developers
- Community housing goals and household needs go unmet

Undermines Community Character!
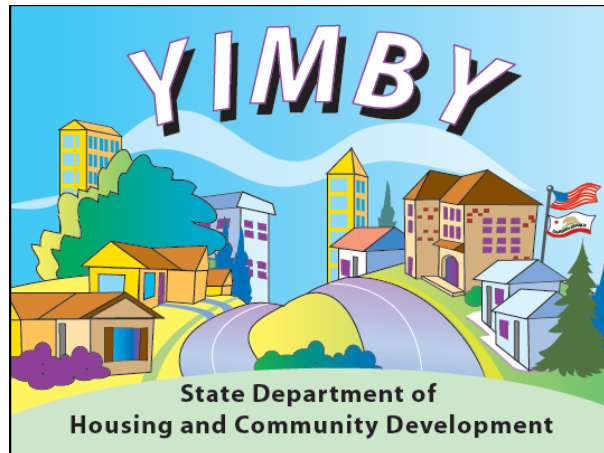
Not a Stable Part of the community!

Strains Public Services and Infrastructure!

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Moving Beyond NIMBY to *YIMBY*

Presentation Goal:

Develop strategies to build support

for more housing choices including affordable; special needs and high density housing.

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Approaches to Community Outreach

- **Emphasize Good *DESIGN***

- **Emphasize *MANAGEMENT***

- **Myth *BUSTING***

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Emphasize GOOD *DESIGN*

Heritage Walk,
Pasadena, CA

- **Good Design** is a crucial element in determining the success of new homes.

- **Good Design** enhances existing neighborhoods and builds high quality housing to serve the community's needs.

- **Good design** increases value.

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DESIGN: Enhances Neighborhoods

- Working with developers, housing can be designed to incorporate important neighborhood services such as after school programs.

- Well designed housing can revitalize older neighborhoods and set the standard for multifamily development in newer neighborhoods.

Bishop Francis Quinn Cottages
Sacramento, CA

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DESIGN: Creates Quality Projects

Russell Manor
Sacramento, CA

- **Good Design** The use of quality materials and finishes contribute to the longevity of a project and to its ability to appreciate in value.

- By making appropriate tradeoffs and being creative, affordable housing can use materials and incorporate design elements that ensure quality while preserving affordability.

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DESIGN: Adds Character, Improves Neighborhoods

- **Design** emphasizes compatible neighborhood architecture.

- **In many areas, new affordable housing is the highest-quality housing development in the community.**

St Francis
Sacramento, CA

Emphasize GOOD *MANAGEMENT*

- Affordable housing is maintained with strict standards that require maintenance of the property and thorough screening of potential residents.

- Thorough screening of potential residents.

- Professional property management

- Monitor compliance with state and federal regulations, including standards for good management.

201 Turk AND 111 Jones
San Francisco, California California Department of Housing and Community Development

Myth *BUSTING*

Parkview Commons
San Francisco, California

- **High density and affordable housing will cause too much traffic**

  Fact: People who live in affordable housing own fewer cars and drive less.

- **High density development strains public services and infrastructure**

  Fact: Compact development offers greater efficiency in use of public services and infrastructure.

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Myth *BUSTING,* continued…

- **Affordable housing reduces property values.**
  Fact: No study in California has ever shown that affordable housing developments reduce property values.

- **Residents in affordable housing move too often to be stable community members.**
  Fact: When rents are guaranteed to remain stable, tenants move less often.

- **High density and affordable housing undermine community character.**
  Fact: New Affordable and high density housing can always be designed to fit into existing communities.

- **High density and affordable housing increase crime.**
  Fact: Design and use of space has a far more significant effect on crime than density or income levels.

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Techniques

- **Do wide outreach, engage stakeholders and activists and get community leaders involved.**

- **Garner media and political support early.**

- **Be proactive, anticipate pitfalls and work to anticipate concerns and address them as part of project development.**

- **Demonstrate the benefit of the project for the community.**

- **Ensure public input and decision-making is transparent.**

- **Remember a picture is worth a thousand words---show pictures and conduct tours of high quality housing.**
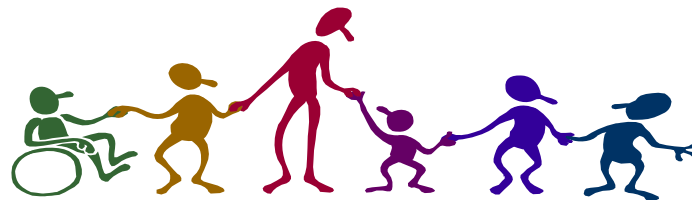
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Welcome to *California*

The Department
- **Director's Message**
- **Mission and Goals**
- **Codes and Standards**
- **Financial Assistance Division**
- **Housing Policy Development**
- **Employment Opportunities**
- **Your Comments**
- **Contact Us**

Resources
- **HCD Web News**
- **Affordable Housing Preservation**
- **Building Codes and Standards**
- **Financial Clearinghouse**
- **HCD Loans and Grants**
- **Housing Planning and Statistics**
- **Income Limits**
- **Redevelopment Agency Data**
- **Registration and Titling**

What's New
- **Events**
- **Newsletters**
- **Notices of Funding**

Housing & Community Development

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Housing Policy Development

NIMBY Resources

Plain HTML Version (Printer Friendly)

The following site is being developed to provide resources and tools helpful in addressing "Not in My Back Yard" (NIMBY) concerns about housing and especially affordable and/or high density housing

The Department in association with the Non-Profit Housing Association of Northern California (NPH) and the California Affordable Housing Law Project, have provided the following publications as resources for addressing NIMBY and similar barriers.

Publications

The publications are in Adobe Portable Document Format (PDF) version 3.0 documents. These documents require the Adobe Acrobat Reader. *(Adobe PDF)*

Additional resources and tools will be added including links to other relevant sites.

NEW: "Myths & Facts About Affordable and High Density Housing"

- Examples of Materials and Outreach Strategies used in Housing Education Campaigns
- How to Organize Successful Affordable Housing Tours
- How to Create a Cable TV Show about Affordable Housing
- Education/Advocacy Campaigns on Affordable Housing in the Bay Area
- Six Steps to Getting Local Government Approvals
- Speakers Bureau Do's and Don'ts
- What Works in Affordable Housing Elements
- Who Needs Affordable Housing? What is "Low Income" and "Very Low Income"?

New Nimby-Related Resource (February 2003):

Websites & Documents on **Affordable Housing & Relationship to Property Values**

The document is a compilation of electronic links to websites and web documents on affordable housing and property values issues. This NIMBY resource bibliography is an on-going HPD project and it will be updated with new resources soon.

Conclusions

Pension K

Pension K
Sacramento, CA

- Communities need more housing for a growing population.

- Build support emphasizing good design and good project management.

- Debunk myths.

- Know the facts in your own community.

- Spread the word.

- Share your knowledge and success stories.

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